



# Sibbo

## Consent Platform

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## Sibbo CMP overview

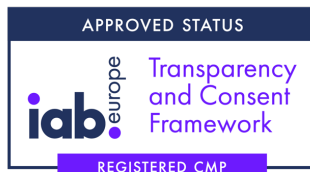
**What's new in TCF v2.2**

**What's new on Sibbo CMP**

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# Your partner for managing user consents

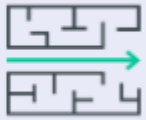
Consent Management Platform (CMP) HbbTV, CTV, web and apps (Android & IOs).  
CMP certified by Google.



Trusted partner for

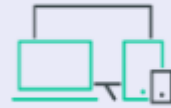


# Why Sibbo 's CMP?



Flexible, simple and intuitive

**Designed for all kind of customers**



Multidevice

**HbbTV, Smart TV, web, mobile, inapp**



Configurator optional

**Do it yourself!**



Customizable

**Include partners and purposes outside IAB Europe's TCF**



Parametrizable

**Look & feel: colors, fonts, size, shape and position**

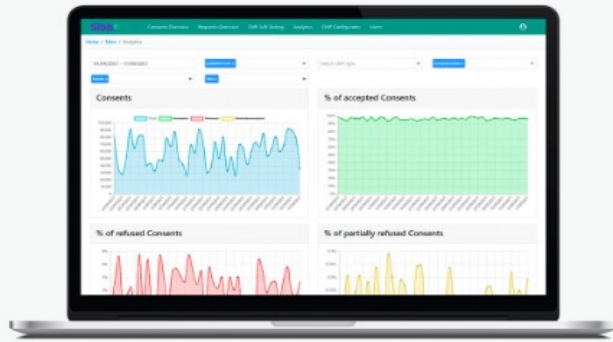


Specialized support

**Experience and commitment to customer service**



# Dashboard



## Statistics Dashboard

### One-click control

Detailed overview: consent granted, partial and revoked.

Optional dimensions: date, url, device, origin or instance and A/B test.

# Wiki

The Wiki interface displays a table titled 'CMP-Versión Web / Samsung Tizen / LG webOS'. The table lists various CMP versions with columns for 'Publicado', 'Wides', 'Consentidos', 'Sin gasta', and 'No le gusta'. The table content is as follows:

Publicado	Wides	Consentidos	Sin gasta	No le gusta
CMP Versión AMP	85	0	0	0
CMP Versión Android / AndroidTV	30	0	0	0
CMP Versión iOS	52	0	0	0
¿Con qué navegadores y sistemas operativos es compatible?	27	0	0	0
¿Qué es SIBO CMP?	40	0	0	0
CMP Versión Web / Samsung Tizen / LG webOS	69	0	0	0

# Ticketing

The ticketing system interface shows a list of tickets on the left and a detailed view of a specific ticket on the right. The detailed view includes fields for 'Asignado a', 'Fecha de inicio', 'Fecha de cierre', 'Comentarios', and 'Información sobre el Ticket'. The ticket details are as follows:

- Asignado a: Daniel Fernández
- Fecha de inicio: 08 Sep 2021 02:24 PM
- Fecha de cierre: 08 Sep 2021 02:24 PM
- Comentarios: Comentarios públicos
- Información sobre el Ticket: Daniel Fernández: 08 Sep 2021 12:45:32 +0000 "paradev@..."

**Configurator available + dedicated account manager to support, configuration (legal, technical and look and feel) and product lifecycle**

## **Sibbo overview**

**What's new in TCF v2.2**

**What's new on Sibbo CMP**

## WHAT'S NEW IN TFC V2.2

### MAIN CHANGES

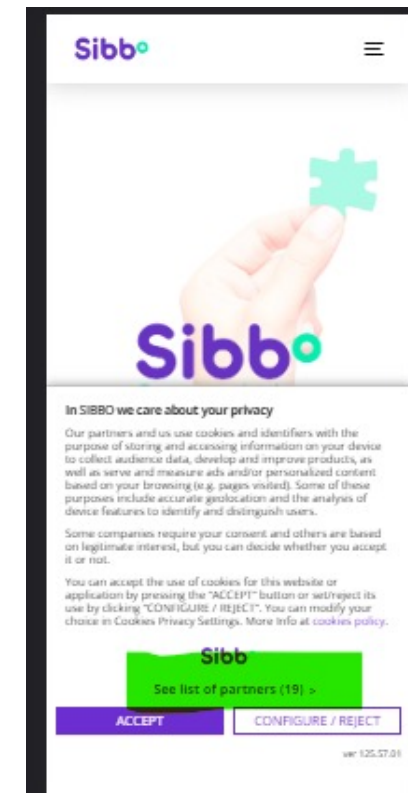
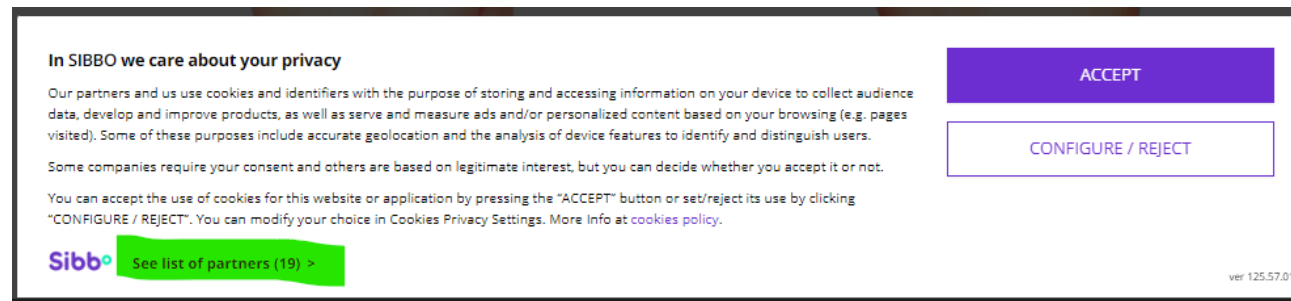
- Legitimate interest in relation to advertising and personalized content is eliminated (purposes 3, 4, 5 and 6)
- The number of vendors should be displayed in the first layer of the CMP. IAB recommends reducing the number of vendors shown to the user. IAB provides a json file with its characteristics (geo, scope of action, platform, etc. )
- A new purpose is included (Purpose11 - Use limited data to select content)
- Changes in texts related to purposes data processing to make them more understandable with examples
- More information about the vendors and the data they process
- getTCDATA > function disappears , which may affect the Publisher's reading of consents if it used this function.

**All these changes provide users greater control by offering increased transparency, information, and user-friendly language.**

## WHAT'S NEW IN TFC V2.2

### EXAMPLE: DISPLAY NUMBER OF VENDORS

- The number of vendors should be displayed in the first layer of the CMP. IAB recommends reducing the number of vendors shown to the user. Sibbo provides a list with Vendors characteristics (geo, scope of action, platform, etc. ) and advice publisher on criteria to filter.





## WHAT'S NEW IN TFC V2.2

EXAMPLE: PURPOSE 11

- New purpose 11. The number of vendors is also displayed inside of the purposes

CONSENT-BASED CONFIGURATION

You allow to process your data for the following purposes to: Reject all Accept all

**Understand audiences through statistics or combinations of data from different sources** ▶ Reject Accept

**Develop and improve services** ▶ Reject Accept

**Use limited data to select content** ▼ Reject Accept

Content presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type, or which content you are (or have been) interacting with (for example, to limit the number of times a video or an article is presented to you).

[See examples >](#) - [See list of partners \(47\) >](#)

**Special Features**

**Use precise geolocation data** ▶ Reject Accept

[See list of partners \(19\) >](#) Next →

[See list of partners \(19\) >](#) Reject all Accept all

**Understand audiences through statistics or combinations of data from different sources** ▶ Reject Accept

**Develop and improve services** ▶ Reject Accept

**Use limited data to select content** ▼ Reject Accept

Content presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type, or which content you are (or have been) interacting with (for example, to limit the number of times a video or an article is presented to you).

[See examples >](#) [See list of partners \(47\) >](#)

**Special Features**

**Use precise geolocation data** ▶ Reject Accept

**Actively scan device characteristics for identification** ▶ Reject Accept

If you consent to the above purposes, you also allow this website and its partners to operate the processing of the following data

Next →

## WHAT'S NEW IN TFC V2.2

EXAMPLE: Include examples in the Purposes definition

- Changes in texts related to data processing to make them more understandable (examples vs legal texts). Possibility for publishers to set their own examples.

CONSENT-BASED CONFIGURATION

You allow to process your data for the following purposes to:

Reject all Accept all

**Create profiles for personalised advertising** ▼

Information about your activity on this service (such as forms you submit, content you look at) can be stored and combined with other information about you (for example, information from your previous activity on this service and other websites or apps) or similar users. This is then used to build or improve a profile about you (that might include possible interests and personal aspects). Your profile can be used (also later) to present advertising that appears more relevant based on your possible interests by this and other entities.

[See examples >](#) - [See list of partners \(331\) >](#)

If you read several articles about the best bike accessories to buy, this information could be used to create a profile about your interest in bike accessories. Such a profile may be used or improved later on, on the same or a different website or app to present you with advertising for a particular bike accessory brand. If you also look at a configurator for a vehicle on a luxury car manufacturer website, this information could be combined with your interest in bikes to refine your profile and make an assumption that you are interested in luxury cycling gear.

An apparel company wishes to promote its new line of high-end baby clothes. It gets in touch with an agency that has a network of clients with high income customers (such as high-end supermarkets) and asks the agency to create profiles of young parents or couples who can be assumed to be wealthy and to have a new child, so that these can later be used to present advertising within partner apps based on those profiles.

**Use profiles to select personalised advertising** ▶

Reject Accept

[See list of partners \(19\) >](#) Next =>

See list of partners (19) >

Reject all Accept all

**Store and/or access information on a device** ▶

Reject Accept

**Use limited data to select advertising** ▶

Reject Accept

**Create profiles for personalised advertising** ▼

Information about your activity on this service (such as forms you submit, content you look at) can be stored and combined with other information about you (for example, information from your previous activity on this service and other websites or apps) or similar users. This is then used to build or improve a profile about you (that might include possible interests and personal aspects). Your profile can be used (also later) to present advertising that appears more relevant based on your possible interests by this and other entities.

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Next =>

## WHAT'S NEW IN TFC V2.2

EXAMPLE: INFORMATION ABOUT VENDORS DATA PROCESSING

- More information about the vendors and the data they process

The screenshot displays the consent management interface for two vendors: Weborama and Xandr, Inc. The interface is divided into two main sections, each with a 'Reject all' and 'Accept all' button at the top.

**Weborama Section:**

- Consent:** Includes 'Reject' and 'Accept' buttons.
- Legitimate interest:** Includes 'Reject' and 'Accept' buttons.
- Additional data process:** Highlighted in green with a red checkmark.
- Device storage:** Highlighted in green with a red checkmark.
- Data declaration:** Highlighted in green with a red checkmark.
- Data retention:** Highlighted in green with a red checkmark.

**Xandr, Inc. Section:**

- Consent:** Includes 'Reject' and 'Accept' buttons.
- Legitimate interest:** Includes 'Reject' and 'Accept' buttons.
- Additional data process:** Not highlighted.
- Device storage:** Not highlighted.

Red arrows point to the 'Weborama' section header in the left view and the 'Weborama' section header in the right view. A 'Save' button is located at the bottom right of the interface.

## WHAT'S NEW IN TFC V2.2

### EXAMPLE: INFORMATION ABOUT VENDORS DATA PROCESSING

#### Details about vendors data processing

SELECT PARTNERS

Advertising companies place cookies and collect information from internet browsers to provide you with relevant content and advertisements as well as to understand the audience. Depending on the data they collect, and process, and other factors, including privacy design, some companies require your consent and others base this consent on their legitimate interest to process this data. In either case, you can exercise your right to refuse treatment here.

You allow to process your data for the following companies:

Reject all Accept all

**Data declaration**

- IP addresses**  
- Your IP address is a number assigned by your Internet Service Provider to any Internet connection. It is not always specific to your device and is not always a stable identifier. It is used to route information on the Internet and display online content (including ads) on your connected device.
- Device characteristics**  
- Technical characteristics about the device you are using that are not unique to you, such as the language, the time zone or the operating system.
- Device identifiers**  
- A device identifier is a unique string of characters assigned to your device or browser by means of a cookie or other storage technologies. It may be created or accessed to recognise your device e.g. across web pages from the same site or across multiple sites or apps.
- Authentication-derived identifiers**  
- Where an identifier is created on the basis of authentication data, such as contact details associated with online accounts you have created on websites or apps (e.g. e-mail address, phone number) or customer identifiers (e.g. identifier provided by your telecom operator), that identifier may be used to recognise you across websites, apps and devices when you are logged-in with the same contact details.

Save

Reject all Accept all

**Data declaration**

**Data retention**

**Weborama**

**Consent** Reject Accept

**Legitimate interest** Reject Accept

**Additional data process**

**Device storage**

**Data declaration**

- IP addresses**  
- Your IP address is a number assigned by your Internet Service Provider to any Internet connection. It is not always specific to your device and is not always a stable identifier. It is used to route information on the Internet and display online content (including ads) on your connected device.
- Device characteristics**  
- Technical characteristics about the device you are using that are not unique to you, such as the language, the time zone or the operating system.
- Device identifiers**

Save

## **Sibbo overview**

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### **What's new on Sibbo CMP**

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## WHAT'S NEW IN SIBBO CMP

Improvements introduced by Sibbo in the CMP

- **Improve multiple storage for HBBTV & CTV to wider TV range (old devices)**
- **SEO improvements with Superfast load for web**
- Google certified.
- Integration with Google consent mode
- Web vendor blocking scripts
- Interface improvements for all platforms

Questions?  
Contact us. We are delighted  
to hear from you !

Email : [info@sibboventures.com](mailto:info@sibboventures.com)

Linkedin: 

Visit our website: [www.sibboventures.com](http://www.sibboventures.com)

Direct to the CMP: [www.sibboconsentplatform.com](http://www.sibboconsentplatform.com)